

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
July 14, 2009
Board of Directors Meeting
AMPAS
1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Craig Donahue, President, The Donahue Group
Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Brent Gaulke, Gerding Edlen
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Rouben Rapelian, Sunset Gower Studios
Patrick Russell, The Robert Green Company
Travis Serpa, Urban Outfitters

Absent

Charles Eberly, The Eberly Company
Fred Rosenthal, Ametron
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Marc Gomes, Tamarind Ave. Neighborhood Association
Vanessa Diperrì, American Cancer Society
Nicole Mihalka, Cushman and Wakefield
Sheila Gonzaga, Columbia Square
Edgar Khalatian, Paul, Hastings, Janofsky and Walker, LLP.
Alex Holsheisht, Hollywood Community Studio
Rachanit Triandha, Hollywood Community Studio

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:10 p.m.

2. Public Comment

Nicole Mihalka, Cushman and Wakefield, distributed to the board information on a property for sale at 6087 Sunset Blvd.

Sheila Gonzaga and Edgar Kalatie gave the board an update on the Columbia Square project. Kalatie informed the board that he would be returning in September to give a more detailed presentation of the project.

3. Approval of Board Minutes

It was moved by Duke Gallagher, seconded by Travis Serpa and CARRIED to approve the minutes from the CHC's June 9, 2009 Board Meeting. Unanimously approved.

4. Report from Nominating Committee

Father Mandala discussed with the board the interview process the Nominating Committee had conducted. The committee would like to recommend that Patrick Russell and Charles Eberly be placed on the board to fill the two empty seats (left by Nick Spanpanato and Shake Bakalyan). The candidates would have to draw straws to determine who would take the 2011 or 2010 seat. A third candidate, Jennifer Cordsen was interviewed and the committee would like to recommend placing her on the Security Committee as an at large member.

It was moved by Lillian Kuo, seconded by Ryan Harter and CARRIED to approve the appointment of Patrick Russell and Charles Eberly to the Central Hollywood Coalition Board of Directors. Unanimously approved.

Following the motion Patrick Russell drew straws and chose the seat ending in 2011, leaving Charles Eberly with the seat ending in 2010.

5. Treasurer's Report

A. Treasurer's Report –June 2009 Financial Statement: Gallagher reviewed the financial report through June 30, 2009. Gallagher reported that he is still waiting for the city to send him an updated listing of current delinquencies in the BID.

It was moved by Michael Pogorzelski, seconded by Brian Folb and CARRIED to approve the Treasurers Report from June 30, 2009. Unanimously approved.

B. Resolution to Approve Check Signers for CHC Accounts: Kerry Morrison informed the board that Wells Fargo has requested signature cards for the new officers to allow them to sign checks on behalf of the Board of Directors. A motion was needed before the signature cards could be submitted.

It was moved by Father Mandala, seconded by Lillian Kuo and CARRIED to approve to allow Craig Donahue, Carol Massie, Ryan Harter and Duke Gallagher to be authorized signatories on behalf of CHC accounts and checks. Unanimously approved.

6. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Steering Committee: Katie Zandona informed the board that the committee is still awaiting for responses from the RFP to come in. After the cutoff date the committee will select three candidates to interview in early October.
2. Hollywood Visitor's Guide and Map: Zandona reported that this year's map has surpassed its sales goal with less than a week remaining.
3. Hollywood U: The next meeting for the initiative will take place on Tuesday, July 21, 2009 at the Hollywood Chamber of Commerce. Zandona told the board that the staff is still waiting to receive feedback from the schools regarding the idea of having an open house with the various campuses on the same night.
4. News Clips: Zandona shared with the board some recent news articles that had run in the *Los Angeles Business Journal* and the *Beverly Press* on the Sunset and Vine BID and Cahuenga Corridor.
5. Zagat Guide Marketing Opportunity: Zandona had met with a representative from Zagat who had approached her to discuss the opportunity to create custom guides for the BIDs. Zandona said she would report to the board about the idea in greater detail after she had received some more information on the initiative.

B. Streetscape Committee

1. Presentation Regarding Hollywood Urban Studio: Alex Holsheisht and Rachanit Trikantha briefed the board on a small business survey program the studio is conducting. The survey is geared toward businesses with 20 employees or less, and will continue through the end of August 2009. Small business owners are encouraged to contact the studio to take part of the survey.
2. Landscaped Tree Well Demonstration Project: Clean Street installed drought-tolerant decorative grasses, known as Majestic grass, in four tree wells as part of a demonstration project. Staff and Clean Street are monitoring the condition of the plants, as they receive very limited amounts of water and are in areas heavily used by pedestrians. There are two wells in front of Bank of America on Sunset Blvd. and two located in front of Certified Printers on Cahuenga. Clean Street will continue to monitor the plants over the next several months and experiment with other varieties of plants if needed.
3. Location Search for "Joint District" Trash Compactor and site for Maintenance Headquarters: Staff is looking for space in both the Sunset and Vine and Hollywood Entertainment District BIDs where they can house a compactor to consolidate the trash collected from nearly 300 trash receptacles. Currently both organizations, through a contract with Clean Street, pay for hauling and rental fees for 11 dumpsters. A

trash compactor can help reduce the required real estate by up to 70%. MacPherson reported that the staff is also looking for a small space to serve as a break room/maintenance headquarters for the Clean Street staff to utilize, complete with restroom. Board members who know of any space available in either BID are asked to please contact MacPherson.

4. Sunset Boulevard Urban Design Plan Update: CRA is aiming to have a draft plan released to the community in September, 2009. An illustrated brochure/flyer will be released in conjunction with the plan to help explain key concepts.

5. Additional Pressure Washing Schedule: HPOA staff conducted a walk-thru on July 13, 2009 with Rick Anderson, from Clean Street, to assess pressure washing needs throughout the district. In accordance with CHC's maintenance contract, the BID is entitled to roughly 200 additional hours of pressure washing each year to be apportioned by the streetscape committee – in addition to the core services. Clean Street is currently working on a proposal identifying the number of hours needed to complete a full cycle of pressure washing in each zone, as well as a location-based approach (e.g. bus stops) for the committee to ponder at their meeting on Thursday. A decision will be announced to the Board at the September meeting.

C. Security Committee

1. Report on 9-11 Tags: The board received a brief update from the last Security Committee meeting. Andrews International and Cleanstreet has not noticed any new 9-11 graffiti since June 29, however LAPD is continuing to look into the matter.

2. Medical Marijuana Dispensaries: It was reported at the last Security Committee meeting, that three of the nine dispensaries located in the two BIDs had recently had their hardship exemption applications denied by City Council. However, as a recent *Wall Street Journal* article showed, successfully shutting the doors of locations that have had their applications denied is a complicated process. The BIDs will be featuring articles in both newsletters to better inform property owners of the situation, as opening a facility is currently prohibited by the September 2007 moratorium passed by City Council.

7. New Business

A. Annual Relay for Life at Helen Bernstein High School: Vanessa Diperri and Marc Gomes presented to the board information on the first ever Hollywood Relay for Life. The event, which helps benefit the American Cancer Society, is expected to attract 200-250 participants. Gomes encouraged the board members to start teams to help raise money for the event. The event is also looking for in-kind and monetary donations. Morrison informed the board that they could start a team and seek sponsorship from stakeholders in the BID.

8. Old Business

None.

9. Report from Kerry Morrison

A. Update on City's Ethics Commission: Morrison informed the board that the Ethics Committee had met earlier that day (July 14, 2009) and that the commission staff has asked for the BID subcommittee to come back and meet with them. Morrison will continue to update the board as progress is made.

B. IDA Conference: Morrison invited the board to attend this year's IDA conference in Milwaukee, Wisconsin. The conference takes place September 12-15, 2009.

8. Next Meeting

Due to summer vacation schedules the board opted to cancel their August board meeting. The next meeting was scheduled for Tuesday, September 8, 2009 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

9. Adjournment

There being no further business the meeting was adjourned by Board President Craig Donahue at 5:58 p.m.